

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Cancelled).
2. (Currently Amended) The method of claim 51, wherein the ACD is created through decrypting CID in the content as a function of the PK and RN, and the ACD is compared with the ROD and the content is allowed to be played or not depending on an outcome of the comparison.
3. (Currently Amended) The method of claim 51, wherein the ~~content includes first and second data sets, wherein the first data set is used to create a watermark key (WK) and the second data set is extracted utilizing the WK and the~~ ACD includes at least part of the second data set.
4. (Currently Amended) The method of claim 53, wherein the first data set is ~~relatively easy to extracted~~ from the content with greater ease than ~~and the second data set is being very difficult to extracted~~ without access to the first data set.
5. (Currently Amended) A The method of claim 3, wherein comprising:  
receiving remotely originating data (ROD);  
creating a customized identification (CID) which is at least partially created through  
encrypting the ROD as a function of a platform key (PK) and a random number (RN) of a  
computer system receiving the ROD;  
receiving content including at least one watermark in which at least part of the CID is  
embedded, the content includes first and second data sets, the first data set includes the CID and  
RN and is used to create a watermark key (WK), and the second data set includes the ROD and is  
extracted utilizing the WK; and

creating authentication comparison data (ACD) which is at least partially created through decrypting data embedded in the watermark.

6. (Currently Amended) The method of claim 5, wherein the second data set further includes copy control ~~user or vender~~ data.

7. (Currently Amended) ~~A~~ The method of claim 3, wherein comprising:  
receiving remotely originating data (ROD);  
creating a customized identification (CID) which is at least partially created through encrypting the ROD as a function of a platform key (PK) and a random number (RN) of a computer system receiving the ROD;  
receiving content including at least one watermark in which at least part of the CID is embedded, the content includes first and second data sets, the first data set includes the ROD and RN and is used to create a watermark key (WK), and the second data set includes the CID and is extracted utilizing the WK; and  
creating authentication comparison data (ACD) which is at least partially created through decrypting data embedded in the watermark.

8. (Currently Amended) The method of claim 7, wherein the second data set further includes ~~user or vender~~ copy control data.

9. (Currently Amended) An apparatus comprising:  
storage media including instructions stored thereon which when executed cause a computer system to perform a method including:  
receiving remotely originating data (ROD);  
creating a customized identification (CID) which is at least partially created through encrypting the ROD as a function of a platform key (PK) and a random number (RN) of a computer system receiving the ROD;  
receiving content including at least one watermark in which at least part of the CID is embedded, the content includes first and second data sets, the first data set, including the CID

and RN, is used to create a watermark key (WK) and the second data set, including the ROD, is extracted utilizing the WK; and

creating authentication comparison data (ACD) which is at least partially created through decrypting data embedded in the watermark.

10. The apparatus of claim 9, wherein the ACD is created through decrypting CID in the content as a function of the PK and RN, and the ACD is compared with the ROD and the content is allowed to be played or not depending on an outcome of the comparison.

11. (Currently Amended) The apparatus of claim 10, wherein the ~~content includes first and second data sets, wherein the first data set is used to create a watermark key (WK) and the second data set is extracted utilizing the WK and the~~ ACD includes at least part of the second data set.

12. (Currently Amended) The apparatus of claim 11, wherein the first data set is relatively easy to extracted from the content with greater ease than ~~and the~~ second data set being is very difficult to extracted without access to the first data set.

13. (Cancelled).

14. (Currently Amended) The apparatus method of claim ~~9~~<sup>13</sup>, wherein the second data set further includes copy protection ~~user or vender~~ data.

15. (Currently Amended) ~~An~~ The apparatus method of claim 11, wherein comprising:  
storage media including instructions stored thereon which when executed cause a computer system to perform a method including:  
receiving remotely originating data (ROD);  
creating a customized identification (CID) which is at least partially created through encrypting the ROD as a function of a platform key (PK) and a random number (RN) of a computer system receiving the ROD;

receiving content including at least one watermark in which at least part of the CID is embedded, the content includes first and second data sets, the first data set includes the ROD and RN and is used to create a watermark key (WK), and the second data set includes the CID and is extracted utilizing the WK.

16. (Currently Amended) The apparatus method of claim 15, wherein the second data set further includes user ~~or vender~~-data.

17. (Cancelled).

18. (Currently Amended) The method of claim ~~17~~20, wherein ~~the content includes first and second data sets, wherein the first data set is used to create a watermark key (WK) and~~ the second data set may be extracted utilizing the WK and authentication comparison data (ACD), which is at least partially created through decrypting data embedded in the watermark.

19. (Currently Amended) The method of claim ~~18~~20, wherein the first data set is ~~relatively easy to being extracted from the content with greater ease than and~~ the second data set ~~is very difficult to being extracted~~ without access to the first data set.

20. (Currently Amended) ~~A~~ The method of claim 18, wherein comprising:  
providing data (RD) to be sent to a remote computer system;  
receiving a customized identification (CID) which is a function of the RD and a platform key (PK) and a random number (RN) of a remote computer system;  
providing content including at least one watermark in which at least part of the CID is embedded to be sent to a remote computer system, the content includes first and second data sets, the first data set includes the CID and RN and is used to create a watermark key (WK), and the second data set includes the ROD and may be extracted utilizing the WK.

21. (Currently Amended) The method of claim 20, wherein the second data set further includes user ~~or vender~~-data.

22. (Currently Amended) ~~A The method of claim 18, wherein comprising:~~  
providing data (RD) to be sent to a remote computer system;  
receiving a customized identification (CID) which is a function of the RD and a platform  
key (PK) and a random number (RN) of a remote computer system;  
providing content including at least one watermark in which at least part of the CID is  
embedded to be sent to a remote computer system, the content includes first and second data sets,  
the first data set includes the ROD and RN and is used to create a watermark key (WK), and the  
second data set includes the CID and may be extracted utilizing the WK.

23. (Currently Amended) The method of claim 22, wherein the second data set further includes user ~~or vendor~~ data.

24. (Currently Amended) An apparatus comprising:  
storage media including instructions stored thereon which when executed cause a computer system to perform a method including:  
providing data (ROD) to be sent to a remote computer system;  
receiving a customized identification (CID) which is a function of the RD and a platform key (PK) and a random number (RN) of a remote computer system;  
providing content to be sent to a remote computer system, the content including ~~at least one watermark in which at least part of the CID is embedded~~ first and second data sets, the first data set, including the CID and the RN, is used to create a watermark key (WK), and the second data set, including the ROD, may be extracted utilizing at least the WK.

25. (Currently Amended) The apparatus of claim 24, wherein the ~~content includes first and second data sets, wherein the first data set is used to create a watermark key (WK) and the second data set may be extracted utilizing the WK and authentication comparison data (ACD), which the ACD is at least partially created through decrypting data embedded in the watermark~~ WK.

26. (Currently Amended) The apparatus of claim 25, wherein the first data set is ~~relatively easy to being extracted~~ from the content with greater ease than ~~and~~ the second data set ~~is very difficult to being extracted~~ without access to the first data set.

27. (Cancelled).

28. (Currently Amended) The apparatus of claim ~~25~~<sup>27</sup>, wherein the second data set further includes user ~~or vendor~~ data.

29. (Currently Amended) ~~An~~ The apparatus of claim 25, wherein comprising:  
storage media including instructions stored thereon which when executed cause a  
computer system to perform a method including:  
providing data (ROD) to be sent to a remote computer system;  
receiving a customized identification (CID) which is a function of the RD and a platform  
key (PK) and a random number (RN) of a remote computer system;  
providing content to be sent to a remote computer system, the content including the first  
data set, includinges the ROD and RN, is used to create a watermark key (WK), and the second  
data set, includinges the CID, may be extracted utilizing at least the WK.

30. (Currently Amended) The apparatus of claim 29, wherein the second data set further includes user ~~or vendor~~ data.

31. (Cancelled).

32. (Cancelled).

33. (Cancelled).